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REGISTERTION UNIT

REGISTER DIVISIONITED STATES DEPARTMENT OF JUSTICE

ORIHINAL DIVISIONITED WASHINGTON, D.C. 20530

## SUPPLEMENTAL STATEMENT

Pursuant to Section 2 of the Foreign Agents Registration Act of 1938, as Amended

		JUN 2 5 1977	
For S	ix Month Period Ending	(Insert date)	
Name of Registrant		Registration No.	769
Japan National To	urist Organization		
Business Address of Registrant			
45 Rockefeller Pla	aza, New York, New	York 10020	
	I - REGISTRAN	NT .	
1. Has there been a change in t	the information previously furr	nished in connection with	the following:
(a) If an individual:			
(1) Residence address	Yes 🗍	No 🗀	
(2) Citizenship	Yes 🗍	No 🗌	
(3) Occupation	Yes [	No 🗌	
(b) If an organization:			•
(1) Name	Yes 🗀	No 🗓	
(2) Ownership or control	Yes 🗀	No X	
(3) Branch offices	Yes	No X	
2. Explain fully all changes, if	any, indicated in Item 1.		
Not Applicable			
	,		
IF THE REGISTRAN	NT IS AN INDIVIDUAL, OMIT	RESPONSE TO ITEMS	3, 4, and 5,
<ol><li>Have any persons ceased acti this 6 month reporting period?</li></ol>	ing as partners, officers, directly Yes No 🔀	ctors or similar officials	of the registrant during
If yes, furnish the following is	nformation:		
Name	Position	,	Date Connection
			Ended

		-2-	
Have any persons period?		s, directors or similar official	s during this 6 month reporting
If yes, furnish the	e following information:		
Name	Residence Address	Citizenship	Position Date Assumed
•		•	•
\$1	e e e		
	* *.		
	es No N	ervices directly in furtherance Applicable	of the interests of any foreign
If yes, identify ea	ch such person and descri	ibe his services.	e e e e e e e e e e e e e e e e e e e
terminated their er		an officials, who have filed a s with the registrant during this 6	hort form registration statement month reporting period?
If yes, furnish the	following information:		
Name		n or connection	Date terminated
4			Dute terminates
ŗ	•		
0			
ť.	4.0	•	
			vens as in any other consoler bu
During this 6 mont the registrant who principal in other Yes No	th reporting period, have an rendered services to the than a clerical or secretar	ny persons been hired as emplo	e of the interests of any foreign pacity?
During this 6 mont the registrant who principal in other Yes No	th reporting period, have an rendered services to the standard or secretar	ny persons been hired as emploregistrant directly in furtheranceial, or in a related or similar ca	e of the interests of any foreign pacity?
During this 6 mont the registrant who principal in other Yes No	th reporting period, have an rendered services to the than a clerical or secretar	ny persons been hired as employ registrant directly in furtherance rial, or in a related or similar ca	e of the interests of any foreign pacity?
During this 6 mont the registrant who principal in other Yes No	th reporting period, have an rendered services to the standard a clerical or secretar	ny persons been hired as employ registrant directly in furtherance ial, or in a related or similar carries.  Position or	e of the interests of any foreign pacity?  Date connection
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During this 6 mont the registrant who principal in other Yes No	th reporting period, have an rendered services to the stan a clerical or secretar   following information:  Residence  Address	ny persons been hired as employ registrant directly in furtherance ial, or in a related or similar carrial, or in a related or similar carrial.  Position or connection	Date connection
During this 6 mont the registrant who principal in other Yes No	th reporting period, have an rendered services to the stan a clerical or secretar   following information:  Residence  Address	ny persons been hired as employ registrant directly in furtherance ial, or in a related or similar carrial, or in a related or similar carrial.  Position or connection	e of the interests of any foreign pacity?  Date connection

#### II - FOREIGN PRINCIPAL

8.	Has your connection with any foreign principal ended during this 6 month reporting period?  Yes No X
	If yes, furnish the following information:
	Name of foreign principal Date of Termination
9.	Have you acquired any new foreign principal during this 6 month reporting period? Yes No X
	If yes, furnish following information:
	Name and address of foreign principal  Date acquired
10.	In addition to those named in Items 8 and 9, if any, list the foreign principals whom you continued to represent during the 6 month reporting period.
	Japan National Tourist Organization
	2-10-1, Yurakucho, Chiyoda-ku, Tokyo, Japan
	III - ACTIVITIES
11.	During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 8, 9, and 10 of this statement? Yes X No
	If yes, identify each such foreign principal and describe in full detail your activities and services:

See Schedule A attached hereto.

A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those foreign principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)



The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual or organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)).

V ,							Tall the second
Yes	No 🗓		**		¥ - %		and any and any
ing, among o	ify each such foreign other things, the rela hieve this purpose. I broadcasts, give d	ations, intere If the regist	sts and polic rant arranged	ies sought t 1, sponsored	o be influen or delivere	ced and th d speeches	e means ( , lectures
; ;						7 3	*. *
·				* .		to a seguina	
· · · · · · · · · · · · · · · · · · ·		······································	e e e e e e e e e e e e e e e e e e e				<u>i</u>
	o the above describ or all of your foreig			öü engaged i	n activity or	your own l	ehalf wh
Yes	No 🛣			-			
	ribe fully.						
If yes, descr							
If yes, descr	•				₩ . <b>.</b>		v
If yes, descr	•	•			<b></b>		•

The term "political activities" means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

#### IV - FINANCIAL INFORMATION

14. (	a) RECEIPTS	- MONIES			
	and 10 of th	is statement, or from	any other source	ceived from any foreign pri e, for or in the interests of a spensation or otherwise?	
	If yes, set for such monies	orth below in the requ $3$	ired detail and s	separately for each foreign	n principal an account of
	Date	From Whom		Purpose	Amount
	Se	ee Schedule B	attached 1	hereto.	
					Total
4. (Ъ	During this 6 foreign princi	THINGS OF VALUE  month reporting periodical named in Items 8 any such foreign prince  No X	, 9 and 10 of this	eived any thing of value <sup>4</sup> or s statement, or from any ot	ther than money from any her source, for or in the
	If yes, furnis	h the following inform	nation;		
	Name of foreign princi	pal	Date received	Description of thing of value	Purpose

<sup>&</sup>lt;sup>3</sup> A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. See Rule 201(e).

<sup>4</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

		-0-	
a) <u>DISBURSEM</u>	ENTS - MONIES		
(1) disburse	6 month reporting period, have d or expended monies in conn 8, 9 and 10 of this statement	ection with activity on behalf	of any foreign principal named
(2) transmitt	ed monies to any such foreig	n principal? Yes	No X
If yes, set for monies, inclu	orth below in the required det ading monies transmitted, if a	ail and separately for each fore any, to each foreign principal	eign principal an account of such
Date	To Whom	Purpose	Amount
	:		
Se	ee Schedule C and	C-1 attached heret	:0.
£			
		• • •	
			•
,	4	•	

Total

15. (b)		ENTS - THINGS OF VAI				
	furtherance	6 month reporting period, of or in connection with is statement?	have you disposed o activities on behalf of	f anything of valu any foreign princi	e <sup>5</sup> other than money in pal named in items 8, 9	
	Yes 🔲	No 🕱				
	If yes, furni	sh the following informa	tion:			
	Date disposed	Name of person to wbom given	On behalf of what foreign principal	Description of thing of value	Purpose	
(c)	DISBURSEN	ients - political co	NTRIBUTIONS	÷		
	directly or connection	6 month reporting period through any other person, with an election to any p caucus held to select ca	, made any contribution political office, or in c	ns of money or oth onnection with any	ner things of value, in	
	If yes, furn	ish the following informa	tion:			
	Date	Amount or thing of value	poi	me of itical nization	Name of candidate	
		V - PC	DLITICAL PROPAGAN	iDA		
pictor the pe induce refere foreig States racial lence	ial, or other of some dissemine, or in any on the political particular racial, religion, social, political political, political political, poli	communication or expressionating the same believe ther way influence a recilitical or public interestrates or with reference to toos, or social dissension tical, or religious disor-	sion by any person (1) is will, or which he into interpretation of any section of any section of the foreign policies of ons, or (2) which advocate, civil riot, or other overthrow of any gove	which is reasonal ends to, prevail up of the public within s of a government the United States eates, advises, inside conflict involving mment or political	visual, graphic, written, bly adapted to, or which on, indoctrinate, convert in the United States with of a foreign country or a or promote in the United tigates, or promotes any g the use of force or viosubdivision of any other	
io C	cal propagand ommunica	la as defined above?	Yes [] No 🛭 cations were	Inapplication of a non-po	e disseminated any polita able as all litical nature deal h tourism in Japan.	in
17. Id	dentify each	such foreign principal.				

<sup>&</sup>lt;sup>5</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

18.	8. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating political propaganda?  Yes No						
	If yes, identify each such foreign principal, specify amount, and indicate for what period of time.						
19.	During this 6 month reporting period, did your activities in preparing, disseminating or causing the disemination of political propaganda include the use of any of the following:  Radio or TV broadcasts Magazine or newspaper Motion picture films Letters or telegrams articles						
	Advertising campaigns Press releases Pamphlets or other Lectures or publications speeches						
	Other (specify)						
20.	During this 6 month reporting period, did you disseminate or cause to be disseminated political propaganda among any of the following groups:						
	Public Officials Newspapers Libraries						
	Legislators Educational institutions						
	Government agencies Civic groups or associations Nationality groups						
	Other (Specify)						
21.	What language was used in this political propaganda:						
	English Other (specify)						
22.	Did you file with the Registration Section, Department of Justice, two copies of each item of political propaganda material disseminated or caused to be disseminated during this 6 month reporting period?						
	Yes No No						
23.	Did you label each item of such political propaganda material with the statement required by Section 4(b) of the Act?  Yes No No						
24.	Did you file with the Registration Section, Department of Justice, a Dissemination Report for each item of such political propaganda material as required by Rule 401 under the Act?						
	Yes No						
	. VI - EXHIBITS AND ATTACHMENTS						
25.	EXHIBITS A AND B						
	(a) Have you filed for each of the newly acquired foreign principals in Item 9 the following:						
	Exhibit A <sup>6</sup> Yes No No Not Applicable						
	Exhibit B <sup>7</sup> Yes No No						
	If no, please attach the required exhibit.						
	(a) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period?						
	Yes No X						
	If yes, have you filed an amendment to these exhibits? Yes No						
	If no, please attach the required amendment.						

<sup>6</sup> The Exhibit A, which is filed on Form OBD-67 (Formerly DJ-306) sets forth the information required to be disclosed concerning each foreign principal.

7 The Exhibit B, which is filed on Form OBD-65 (Formerly DJ-304) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

26. EXHIBIT C	
If you have previously filed an Exhibit C <sup>8</sup> , state whether 6 month reporting period.  Yes No X	any changes therein have occurred during this
If yes, have you filed an amendment to the Exhibit C?	Yes No No
If no, please attach the required amendment.	
27. SHORT FORM REGISTRATION STATEMENT	
Have short form registration statements, been filed by all supplemental statement?  Yes \( \subseteq \text{No} \subseteq \text{Not Applicable} \)	l of the persons named in Items 5 and 7 of the
If no, list names of persons who have not filed the require	ed statement.
The undersigned swear(s) or affirm(s) that he has (they has istration statement and the attached exhibits and that he is (that such contents are in their entirety true and accurate to the cept that the undersigned make(s) no representation as to the in attached Short Form Registration Statement, if any, insofar his (their) personal knowledge.	hey are) familiar with the contents thereof and ne best of his (their) knowledge and belief, ex- truth or accuracy of the information contained
(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)	Jadashi Kahamawa Tadashi Kobanawa Director
Subscribed and sworn to before me at New Ye	oh, New York
RONALD N. INOUYE  Notary Public, State of New York  80. 60-7038328 Qual. in Westchester Co. Cert. filed with New York Co. Clerk Term Expires March 30, 1978	(Signature of notary or other officer)

8 The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, constitution, and bylaws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause shown upon written application to the Assistant Attorney General, Criminal Division, Internal Security Section, Department of Justice, Washington, D.C. 20530.

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## JAPAN NATIONAL TOURIST ORGANIZATION SCHEDULE A, ITEM 11

### January 1 - June 30, 1977

The activities engaged in by the Registrant were devoted entirely to the promotion and stimulation of international tourism on behalf of its foreign principal, Japan National Tourist Organization located in Tokyo, Japan.

The Registrant, located at 45 Rockefeller Plaza, New York, New York is operated as a tourist information center. At the same time, it conducts publicity, distributes travel folders and pamphlets, participates in fairs and expositions, conducts investigations and research and performs any other acts to achieve the best results for the promotion of tourism in Japan.

Funds for this purpose were received from the foreign principal, as stated in ITEM 14 (a) SCHEDULE B included in the attached statement.

These funds were expended by the Registrant as indicated in detail in ITEM 15 (a) SCHEDULE C attached hereto. SCHEDULE C-1 of such statement is a break down of payments made for advertising and public relations expenses.

In addition, following is a summary of the Registrant's activities directed to the general public and travel trade personnel.

#### ADVERTISEMENT

January:

Boston Globe, Chicago Tribune, Honolulu Star Bulletin,
Los Angeles Times, Miami Herald, New York Times,
Oakland Tribune, Philadelphia Inquirer, San Diego
Union, San Francisco Examiner Chronical, Seattle
Times, Wall Street Journal (S.W. Edition), Washington
Post, Travel Weekly.

New York Times, San Francisco Examiner Chronical, February:

National Observer, Hartford Courant, Travel Agent.

Sunset, Chicago Tribune, Chicago Sun Times, March:

Honolulu Star Bulletin, Los Angeles Times, New York

Times, San Francisco Examiner Chronical, St. Peters-

burg Times, Hartford Courant, Travel Agent.

April:

None

May: None

Direct Action Mailer

SPEACH

June

Mr. Sakuma gave a lecture on tourism in Japan at January:

the meeting of the Institute of Certified Travel

Agents in New York.

Mr. Nagaoka made a speach on Tourism in Japan at February:

the Community Bible Evangelical Free Church at

Forest Hills in New York.

Mr. Sakuma gave a slide presentation on Travel To March:

Japan to travel agents in Tampa, Florida.

Mr. Sakuma made a speech on Tourism in Japan at the April:

meeting of Travel Industry Professional Society in

New York.

Mr. Sakuma made six speeches in Jacksonville, June:

Orlando, Tampa, West Palm Beach, Miami, Ft. Lauder-

dale in Florida.

PARTICIPATION IN TRAVEL TRADE SHOWS

Jax-Fax Trade Show, Atlanta, Georgia. February:

Sun Coast Travel Show, St. Petersburg, Florida; March:

Hartford Travel Show, Hartford, Connecticut.

Travel Industry Trade Shows (organized by Henry April:

Davis, Inc.), in Paramus, New Jersey; Philadelphia,

Pennsylvania; Framingham, Massachusetts; Hartford,

Connecticut; Long Isalnd, New York, New York, N.Y.;

White Plains, New York.

May:

Travel Trade Show sponsored by Pan American World Airways in Long Island, New York.

#### NEWS RELEASES

January:

None

February:

"Himeji, the Egret Castle"

March:

"Sunny Skies and Smiles Greet Visitors to Miyazaki"

April:

"Japan's Shinkansen Super Express Train Featured in

New Japan National Tourist Organization Film"

"Japan National Tourist Organization Certificate of

Appreciation to Lotus Orient Tours"

May:

"Japan Tourism Gets Off to Healthy Start for 1977"

"Japanese National Railways to Offer Reservation

Service for Shinkansen Users"

"Two New Properties Added to the Sun Route Hotel

Chain of Japan"

"Hotel Rich Chain of Japan Opens New Property"

June:

"Eye Opening Rites for Tokyo's Newest Eye Opener--

The Great Buddha of Jorenji"

"Hotel Nibankan in Kyoto to Open Exclusively to Women

Guests:

"Japan's Summer Resorts Add New Hotel Accommodations"

#### JAPAN NATIONAL TOURIST ORGANIZATION

## SCHEDULE B, ITEM 14 (A)

## January 1 - June 30, 1977

## RECEIPTS - MONIES

January	 \$	92,972.35
Jebruary		12,155,26
March		13,442.93
April		49,440.11
May		47,057.86
June		22,289.28
Sub Total		237,357.79
Brought Over		33,090.89
Grand Total		270,448.68

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#### JAPAN NATIONAL TOURIST ORGANIZATION

#### SCHEDULE C, ITEM 15 (A)

#### January 1 - June 30, 1977

## DISBURSEMENTS - MONIES

Total

DI	SBURSEMENTS - MON	<u>IES</u>	
	Disbursements by	month:	
	January	\$	49,309.35
	February		30,126.95
	March		67,217.50
	April		21,773.09
	May		37,383.22
	June		29,624.77
	Sub Total		234.434.88
	Left Over	• • • • • • • • • • • • • • • • • • • •	35,013.80
	Grand Total		270,448.68
	Disbursments by	Nature:	
	Allowance to Sta	ff	77,716.11
	Employee's Pay		16,724.89
	Office Rent		24,263.65
	Office Maintenan	ce	23,164.35
	Traveling		3,095.29
	Business Expense		15,174.22
	AD & PR		63,614.56
	Convention Promo	tion	11,681.81

235,434.88

JAPAN NATIONAL TOURIST ORGANIZATION

## SCHEDULE C-1, ITEM 15 (A)

January 1 - June 30, 1977

## DISTRIBUTION IN CONNECTIONW WITH ADVERTISEMENT & PUBLIC RELATIONS

Month:			Amount:
January	AD	\$	16,862.74
	PR	•••••	1,867.87
February	$\Delta$ AD	•••••	2,897.45
	PR	••••••	1,813.87
March	AD	•••••	17,060.16
	PR	•••••	15,378.72
Apri1	Ađ	•••••	Ni1
	PR	••••	1,990.80
May	AD	•••••	Ni1
	PR	***************************************	2,004.30
June	AD	•••••	974.35
	PR	•••••••	1,854.30
Tota1		•••••	11,681.81

#### LIST OF PRINTED MATERIALS, MOVIES AND NEWS RELEASES

(Japan National Tourist Organization)

- No. 1 Your Guide to Japan
  - 2 Traveler's Companion
  - 3. Budget Travel in Japan
  - 4 Northern Japan
  - 5 Western Japan
  - 6 Southern Japan
  - 7 Nikko
  - 8 Tokyo
  - 9 Fuji-Hakone-Izu
  - 10 Kyoto-Nara.
  - 11 Japan Hotel Guide
  - 12 Hotels & Ryokans in Japan
  - 13 Japan Ryokan Guide
  - 14 Youth Hostels in Japan
  - 15 Annual Events in Japan
  - 16 Museums & Art Galleries
  - 17 Tourist Map of Japan
  - 18 Tourist Map ofT Tokyo
  - 19 Tourist Map of Kyoto & Nara 20 Let's Meet in Japan
  - 21 Japan, the Convention Land
  - Convention Facilities
    Tour Programs 1977
  - 23-2 Land Tours 1977
  - 24 Japan Travel Manual
  - 25 Posters about 15 kinds
  - 26 Film List
  - 27 News Releases

#### FILM LIST

(Japan National Tourist Organization)

A Day in Tokyo

Akiko

Glimpses of Enchanting Japan

Handicrafts of Japan

Invitation to Japan

Invitation to Japan (short version)

Japan in Winter

Japan Newly Discovered

Japan, Season by Season

Japan Welcomes Your Convention

Japanese Garden

Journey Through Japan

Journey to Western Japan

Nara - A Stroll Through History

Nature's Patterns, Japan's Classic Beauty

Spring in Japan

Tokyo

Women in Kimono

Yuzen Kimono

Bamboo

Destination Japan

The Four Seasons in Japan

Japanese Gardens

Japanese Hand Made Paper

Sports in Japan

Shinkansen (Bullet Train)

Invitation to Tea

#27

DEPARTMENT OF JUSTICE

JUL 23 4 30 PH 177

REGISTEATION UNIT

CRIMINAL DIVISION

#### HIMEJI, THE EGRET CASTLE

Perched on a hill-top and reminding those who look up at its white-washed wall and graceful lines of a giant egret about to take flight is Hime; i Castle. Long a tourist landmark of Western Japan, the Himeji Castle is considered to be one of the finest examples of traditional Japanese fortress architecture and design.

The present day Himeji Castle stands on the site of a modest fort built by a 14th century warlord. In later years, a full-fledged castle complete with a five-story donjon took its place. By the 17th century, the towering castle with its sweeping roofs, turrets, double moats and multi-storied keeps had emerged. Following a grade scale restoration project in 1964, the many structures of Himeji Castle were designated by the government as National Treasures to be preserved for posterity and the enjoyment of visitors.

Its hill-top acrie affords visitors a commanding view of the surrounding countryside which is particularly breathtaking during the spring cherry blossom season.

#

FROM: Etsuko Penner

JAPAN NATIONAL TOURIST ORGANIZATION

45 Rockefeller Plaza New York, N.Y. 10020 (212) Plaza 7-5640

EXCLUSIVE IN YOUR CITY:

#### SUNNY SKIES AND SMILES GREET VISITORS TO MIYAZAKI

MIYAZAKI, Japan / March 14, 1977 ..... The buttons worn by the front desk staff of hotels, drivers and guides on sightseeing buses, ticket collectors of the local safari zoo all say "Sun and Sincerity." Sunny skies--the temperature rarely dips below 60° in midwinter--and service, not only with a smile but with sincerity are the selling points of an on-going campaign launched by the prefectural tourism department of the southern Japanese province of Miyazaki to attract visitors.

Visitors to Miyazaki on the eastern coast of Kyushu, Japan's southernmost major island are in for satisfaction on both counts. Sunny blue skies, phoenix palm-lined boulevards and stretches of beaches washed by the subtropic waters of the Black Current combine to make this area an ideal year round vacation spot reminiscent of the Florida coast. The desire to welcome visitors is sincere from the governor of Miyazaki and his prefectural tourism officials on down to the cheery young women caddies on the golf links. There is no question but that Miyazaki is out to please and there is much besides the sunniness and sincerity to please the visitor.

The present day Miyazaki Prefecture made its mark on the map of Kyushu as the ancient Province of Hyuga very early in Japanese history. So early, in fact, that it predates recorded history and fringes on the mythological. Legend has it that the first ruler of Japan, Emperor Jimmu descended from on high upon Mt. Takachiho in northern Miyazaki to establish the Japanese nation.

Myth or fact, there is no mistaking the nobility of the soaring Mt. Takachiho peak and the surrounding highlands, thickly wooded valleys, dramatic gorges, cascades—a haven for hikers and naturalists. The antiquity of the region is undisputed and the discovery of a heavy concentration of ancient burial mounds attests to the existence of an early civilization.

Archeological diggings have produced clay figurines called haniwa, primitive likenesses of ancient warriors, horses and other implements, probably objects buried with early inhabitants of the area. The Haniwa Garden of Miyazaki is a spacious and beautifully landscaped public park which features an outdoor display of haniwa reproductions. The Garden is particularly popular in the spring when the hundreds of azalea bushes bloom to provide a multi-colored backdrop for the haniwa.

Miyazaki's coast line facing the Pacific Ocean has been designated a National Park to showcase the natural beauty of the area including its rare coastal rock formations. Among the many offshore islands, the most popular is Aoshima, or Blue Island which is covered by lush green subtropical vegetation. At low tide the green Blue Island can be reached on foot by way of a sand bar with a stop to examine the unusual washboard effect of the rocky coast formed from centuries of pounding waves.

Up and down the coast are to found a number of fine hotels among which the Sun Hotel Phoenix resort complex is the larg-The sprawling seaside resort includes a deluxe hotel, international convention hall, golf course with country club, amusement park and open air zoo. The 304 rooms of the Sun Hotel Phoenix offer all the amenities of luxury hotel facilities to which are added the unmistakably Japanese touches such as the crisp cotton yukata robe freshly laundered and starched daily, the thermos of hot water for a cup of green tea often from teabags these days, vast hotspring baths brimming with steaming, healing mineral water and so much more satisfying than a tub drawn from the hot water faucet, spacious shopping area where the specialties of Miyazaki from lacquerware and local folkcraft to dried mushrooms and candied Hyuga citrus are displayed. And true to the spirit of the promotional buttons they wear, the hotel staff render service which is impeccable and at the same time personal and warm.

The recently inaugurated super express rail service direct from Tokyo to Kyushu's northern city of Hakata and well developed domestic air routes have greatly improved access to vacations spots of Kyushu. Miyazaki's slogan, "Sun and Sincerity" in fact applies to the entire Island of Kyushu where the welcome mat is out for visitors.

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Etsuko Penner

JAPAN NATIONAL TOURIST ORGANIZATION

45 Rockefeller Plaza New York, New York 10020 (212) Plaza 7-5640

FOR IMMEDIATE RELEASE:

# JAPAN'S SHINKANSEN SUPER EXPRESS TRAIN FEATURED IN NEW JAPAN NATIONAL TOURIST ORGANIZATION FILM

NEW YORK, N.Y. / April 9, 1977 .... The delights of rail travel aboard the Shinkansen, the Japanese National Railways' super express train is the subject of a new film produced by the Japan National Tourist Organization.

The 23-minute long film follows the west-bound trip of "Hikari" #23 starting with its punctual-to-the-second departure from Tokyo Station at 9:00 a.m. to its arrival at Hakata on the southernmost major island of Kyushu. This departure is just one of 120 daily departures of "Hikari" trains of the Shinkansen from Tokyo Station.

Since the inauguration of Shinkansen service in 1964 between Tokyo and Osaka, the Japanese National Railways has continued to extend the super express rail system westward--first to Okayama, then Hiroshima and finally to Hakata in 1975, a total distance of 670 miles. The number of passengers the Shinkansen has transported has now passed the one billion mark. While a good number of these passengers are business travelers, the Shinkansen also provides comfortable, speedy and safe (not a single passenger fatality in its entire history of operation) means of visiting some of Japan's major sightseeing attractions.

As it makes its westward progress, "Hikari" #23 is seen stopping at Kyoto, former capital (794-1868) and present day tourist mecca, almost overwhelming in its richness of cultural, artistic and historic attractions. Further along through fertile countryside there are stops at lesser known provincial cities of Western Japan such as Okayama and Kurashiki, once flourishing centers of commerce and trade, now enchanting for their serenity and picturesque reminders of bygone eras. "Hikari" #23 skirts the Seto Inland Sea, a waterway so beautiful that it has been designated a National Park. A 12-minute passage through the undersea Kanmon Tunnel and "Hikari" #23 surfaces in Kyushu, pulling into Hakata Station, its final destination at 4:01 p.m. on the dot.

The 16-mm (color) film, "Shinkansen" is available for showings to travel clubs, travel agent presentations and other group functions free of charge. Interested parties are invited to contact the nearest Japan National Tourist Organization office.

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JAPAN NATIONAL TOURIST ORGANIZATION

45 Rockefeller Plaza

New York, New York 10020

(212) PLaza 7-5640

FOR IMMEDIATE RELEASE:

JAPAN NATIONAL TOURIST ORGANIZATION CERTIFICATE
OF APPRECIATION TO LOTUS ORIENT TOURS

NEW YORK, N.Y. / April 20, 1977 .... Lotus Orient Tours, Ltd.
was awarded the Japan National Tourist Organization (JNTO)
Certificate of Appreciation in recognition of their contribution
in promoting tourism travel to Japan. The certificate signed by
Saburo Ohta, President of JNTO, was presented to Mike Kong,
President of Lotus Orient Tours of New York City. Tadashi
Kobanawa, Director of JNTO in New York made the presentation at
the JNTO Rockefeller Plaza office.

Lotus Orient Tours, packagers of Cosmopolitan and Golden Lotus
Tours to Japan and the Orient, have been active in the development of special interest programs. An 18-day program to explore
the modern and traditional roles of women in Japan as well as in
Hong Kong, The Philippines and Taiwan, led by Gertrude Selkowe,
long time resident in the Orient, and travel authority, is
scheduled to depart on April 30th. Another program focusing on

the culinary arts of Japan and the Orient conducted by Karen Lee, cook book author and instructor of Chinese cooking are among the innovative programs developed by Lotus Orient Tours. An in-depth cultural study tour of the Orient conducted by Robert Fisher of Fodor's Modern Guides is also scheduled for a fall departure.

In making the presentation, Mr. Kobanawa said that the awarding of the Certificate of Appreciation was a part of an on-going JNTO program to develop closer ties with elements of the U. S. travel industry involved in tourism to Japan. According to Kobanawa, the Certificates are a token of JNTO's gratitude for the efforts on the part of the U. S. travel industry to promote tourism travel to Japan and the Orient.

Lotus Orient Tours is located at 244 East 46th Street, New York, N.Y. 10017. (800) 221-2622.

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JAPAN NATIONAL TOURIST ORGANIZATION

165 University Avenue

Toronto, Ontario, Canada, M5H 3B8

EXCLUSIVE TO THE ASTA CONVENTION DAILY

#### JAPAN TOURISM GETS OFF TO HEALTHY START FOR 1977

Unofficial Figures for January and February Disclosed

TORONTO, Canada / May 20, 1977 .... Foreign arrivals in Japan for the first two months of 1977 showed an increase of 10% over the same period last year giving rise to projections that 1977 will be a "better than average" year for Japan Tourism. Figures for outbound Japanese travelers also continued to show increases averaging 15% over the first two months of 1976.

Some 62,267 foreigners visited Japan in January this year compared to 56,939 for the same time last year, an increase of 9.4%. In February, the figure totaled 57,556 from 51,724 the previous year, an increase of 11.3%. A spokesman for JNTO remarked that the Japanese tourist industry was hopeful that the foreign arrivals would register a 15% overall increase during 1977.

- more -

January, a popular vacation month by Japanese saw some 259,177 travelers depart for foreign destinations compared to 210,869 for 1976, an increase of 22.9%. During February, the increase was not as marked totaling 298,129 over last year's 274,559 or 8.5% over that of February 1976. According to Japanese travel industry sources, outbound travel volume by Japanese is expected to reach the 5-million mark in the not too distant future.

Official 1976 Tourism Figures Indicate Growth of Canadian Market

Tourism statistics for 1976 released by the Japanese National Tourist Organization last month indicate an upward growth by 12.7% in visitors arrivals over the previous year totaling 914.772. Japanese travel to foreign destinations in 1976 totaled 2,852,584, an increase of 15.6% over the previous year.

Visitors arrivals by nationality indicates that travelers from Canada in 1976 totaled 29,791 compared to 24,301, recording a healthy 22.6% growth. Hand in hand with the increased travel by Canadians to Japan was the upward swing of Japanese travelers who visited Caanda last year totaling 106,783, 18% over the 1975 figure. Commenting on the recently released tourism figures, the spokesman for JNTO said that the steady upward growth of traffic between Canada and Japan reflected the close and friendly relations enjoyed between the two countries.

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JAPAN NATIONAL TOURIST ORGANIZATION

45 Rockefeller Plaza New York, N.Y. 10020 (212) Plaza 7-5640

FOR IMMEDIATE RELEASE:

## JAPANESE NATIONAL RATIWAYS TO OFFER RESERVATION SERVICE FOR SHINKANSEN USERS

NEW YORK, N.Y. / May 9, 1977 ..... The Japanese National Railways (JNR), operators of the high speed "bullet train" announced that they will start a reservation service for would be travelers on the super express system, the Shinkansen. Effective May 10, 1977, reservations for special express tickets on the Shinkansen will be accepted at the 22 sales offices of Japan Air Lines located throughout the U.S. and Canada. The service to be offered outside of Japan for the first time is available only to individual passengers traveling to Japan on Japan Air Lines' flights originating in North America. The new service will be free of charge.

Reservations will be accepted from two months to two days in advance of the actual date of travel on the Shinkansen. A reservation certificate confirming the booking will be issued indicating the train number and reserved seat number. The actual ticket will be issued at Travel Centers located in the Tokyo, Yokohama, Kyoto, Osaka and Hiroshima Railway Stations in exchange for the reservation certificate and payment of the fare in yen, the Japanese currency.

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Etsuko Penner JAPAN NATIONAL TOURIST ORGANIZATION 45 Rockefeller Plaza New York, New York 10020 (212) PLaza 7-5640

FOR IMMEDIATE RELEASE:

## TWO NEW PROPERTIES ADDED TO THE SUN ROUTE HOTEL CHAIN OF JAPAN

TOHOKU, Japan / May 27, 1977 .... The Sun Route Hotel Chain, one of Japan's leading developers of hotels, has added No. 19 and 20 to their list of properties with the opening of the Hotel Sun Route Ichinoseki and the Hotel Sun Route Yokote respectively. Both new hotels opened within the past month and are located in the Tohoku area which is the norther region of Honshu, the main island of Japan.

Of the 56 guest rooms of the Hotel Sun Route Ichinoseki, 45 are single facilities. Room rates are \$11. to \$15. for single and \$20. to \$27. for twin accommodations. Room rates at the 80-room Hotel Sun Route Yokote are from \$11. to \$13. for single and \$20. to \$26. for twin accommodations.

While the two newest properties feature modest price accommodations, a number of the Sun Route Hotel Chain's properties are deluxe class hotels situated in resort settings. Representative of this type of property is the Sun Hotel Phoenix, a vast leisure time complex located on the coast of Miyazaki on the southermost Japanese island of Kyushu.

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New York, New York 10020

(212) PLaza 7-5640

FOR IMMEDIATE RELEASE

#### HOTEL RICH CHAIN OF JAPAN OPENS NEW PROPERTY

AKITA CITY, Akita Prefecture / May 27, 1977 .... Japan's northern city of Akita is the site of the New Hotel Rich Akita, the sixth in a series of properties owned by the Hotel Rich Chain. The Chain is a subsidiary of the Riccar Sewing Machine Company of Japan.

The new hotel has 108 guest rooms of which 75 are single accommodations. Room rates for the New Hotel Akita are \$14. to \$18. for single and \$25. to \$28. for twin facilities. Located in downtown Akita, the new hotel is within easy reach of the Akita Railway Station.

The other properties belonging to the Hotel Rich Chain are: Hotel Rich Sapporo, Hotel Rich Hakodate, Hotel Rich Sendai, Hotel Rich Niigata, Hotel Rich Nagoya and Hotel Rich Hakata.

Etsuko Penner

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45 Rockefeller Plaza New York, N.Y. 10020 (212) PLaza 7-5640

FOR IMMEDIATE RELEASE:

## EYE OPENING RITES FOR TOKYO'S NEWEST EYE OPENER--

#### THE GREAT BUDDHA OF JORENJI

TOKYO, Japan / June 16, 1977 .... In Buddhism, the official dedication ceremonies for an image of Buddha is called the "eye opening." Earlier this month, amid ancient ritual, Japan's third largest bronze statue of Buddha--an eye opener weighing in at 23-tons--made its debut at Jorenji Temple in Itabashi, Tokyo.

The idea of the Great Buddha came from Ryudo Wakabayashi, the 90-year old head priest of Jorenji, a Buddhist Temple which dates back to the 14th century. Six years ago, the Temple received an "eviction notice" to make way for a super highway. The new site to which Jorenji Temple was to be relocated happened to be the exact plot on which a feudal castle had once stood. Noting that the Lord of the castle and his retainers had met an untimely death at the hands of the reigning Shogun in the 16th century, the head priest embarked upon a campaign to install a great image of Buddha to "console the souls of the samurai felled on the very grounds on which Jorenji Temple stands today."

- more -

The 27-ft. high new Buddha ranks third in height after the Great Buddhas of Nara (50-ft.) and of Kamakura (40-ft.). Counting the pedestal on which the statue is seated in a lotus position, the towering 40-ft. figure of the new Great Buddha of Jorenji Temple is indeed an eye opener for the visitors flocking to see Tokyo's newest landmark. Having successfully presided over the eye opening ceremonies--his six year dream come true--the sprightly priest announced his next project--to travel to "the land of Buddha's birth, India."

Photos on Request

Etsuko Penner

JAPAN NATIONAL TOURIST ORGANIZATION

45 Rockefeller Plaza New York, N.Y. 10020 (212) PLaza 7-5640

FOR IMMEDIATE RELEASE:

HOTEL NIBANKAN IN KYOTO TO OPEN EXCLUSIVELY TO WOMEN GUESTS

KYOTO, Japan / June 30, 1977 .... The ancient city of Kyoto which served as the national capital of Japan for more than ten centuries beginning in 794 is on to the needs of the modern twentieth century woman traveler. On July 21 when the Hotel Nibankan opens for business in Kyoto, its doors will be open to women guests only.

According to a spokesperson for the Hotel Nibankan, many women traveling on their own in an unfamiliar city prefer the familiarity of a women's club type atmosphere. Personal safety is not a factor since Kyoto boasts one of the lowest crime rates of any major city of the world and is completely recommendable for women to explore on their own.

The Hotel Nibankan, housed in an annex building of the Hotel New Kyoto, will offer 96 rooms for the exclusive use of women guests at a moderate rate of \$11.00 including tax and service charges. The new hotel is located in downtown Kyoto within easy reach of the Kyoto Railway Station. The 238-room Hotel New Kyoto, the main hotel building, is open to both men and women.

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45 Rockefeller Plaza New York, N.Y. 10020 (212) Plaza 7-5640

FOR IMMEDIATE RELEASE:

## JAPAN'S SUMMER RESORTS ADD NEW HOTEL ACCOMMODATIONS

NEW YORK, N.Y. / June 30, 1977 .... Keeping pace with the onset of the summer vacation season, a number of new hotel properties have opened recently in Japan's top resort areas.

#### The Hakone Highland Hotel

In the all time popular hotspring spa of Hakone, the Hakone Highland Hotel opened for business on April 25, 1977. The 60-room hotel is the second property belonging to the Odakyu Chain. Situated in the foothills of Japan's famous peak, Mt. Fuji, the Hakone Highland Hotel is within easy reach of the area's golf courses, tennis courts, hiking trails, riding paths and hot spring spas.

Peak season rates at the Hakone Highland Hotel range from \$40. for a standard twin to \$70. for a deluxe twin. The new hotel can be reached in 30-minutes by car from the Odawara Railway Station.

#### The Towada Prince

On July 1, 1977 the Towada Prince will open its doors at Lake Towada, center of one of northern Japan's major scenic spots, the Towada Hachimantai National Park. The new lakeside hotel will be the 14th property belonging to the Prince Hotel Group.

The 66-room hotel will feature a wide range of watersport facilities, tennis courts and a garden barbecue restaurant highlighting the breathtaking surrounding natural beauty for which the area is famous. Twin accommodations at the Towada Prince begin at \$40. for twin rooms. The new hotel is accessible by bus from either the Aomori or Misawa Railway Stations.

#### Eef Beach Hotel

Japan's newest vacation destination, Okinawa, is the locale of a new resort property, the Eef Beach Hotel. Situated on Kume Island, 50 miles west of the main island of Okinawa, the new hotel features some 38 guest rooms and cottages along a stretch of sandy beach. The Eef Beach Hotel is the fifth of a series of properties developed by the Zen-Nikku Enterprise Company, a subsidiary of All Nippon Airways, Japan's major domestic airlines which serves Okinawa.

Room rates at the Eef Béach Hotel are \$28. per person including two meals. The Hotel is about 30-minutes by car from the Kume Island Airport.

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Jadashi Kohanawa Signature	July 14. 1977
Signature	July 13. 1977 Date
Tadashi Kobanawa	
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